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NSD/CES/REGISTRATION UNIT

Fun Under the Sun Just Got Much More Personal in The Bahamas

Eco-Hotel Openings, Major Resort Plans and Niche Excursions Heighten the Vacation Experience

NASSAU, The Bahamas – December 15, 2010 – Sapphire waters, endless beaches and “it’s five o’clock somewhere” – you’ve heard it all before, right? Wrong. While beautiful beaches and Bahama Mamas are staples of any visit to The Islands Of The Bahamas, consumers looking for more personalized itineraries are in for a surprise as the destination transforms travel to the tropics. From a slew of newly opened eco-resorts to the current development of a 1,000 acre resort metropolis featuring luxury properties, visitors of The Bahamas are seizing the ability to vacation in style without compromising their lifestyle.

RESORTS

Baha Mar Resort – Morgans Hotel Group recently signed on to operate and manage the planned 300-room luxury lifestyle hotel at the new Baha Mar Resort currently in development on Nassau’s Cable Beach, and **Rosewood Hotels & Resorts will manage and operate** the resort’s planned 200-room luxury hotel. Construction on the 1,000-acre destination resort complex is set to break ground in late 2010, resulting in a property with approximately 3,500 rooms, a 100,000-square-foot casino, three world-class spas and an 18-hole championship Jack Nicklaus Signature Golf Course. The resort is scheduled to open its doors in 2013. Visit www.bahamar.com/ for more information.

One & Only Ocean Club – Big changes are underway for Nassau/Paradise Island’s famed One & Only Ocean Club, providing the classic resort with a new modern edge. As part of a six-month renovation that began in June 2010, **all 10 beachfront suites and 40 beachfront guestrooms in the property’s Crescent Wing are undergoing a complete transformation**, with new bedding, art work, case goods and the latest in cutting-edge technology including Jacuzzi bathtubs with TV. Visit <http://oceanclub.oneandonlyresorts.com> for more information.

Bimini Big Game Club – The legendary Bimini Big Game Club recently celebrated a public grand re-opening as a Guy Harvey Outpost Resort property in Alice Town, North Bimini. The resort **just introduced Neal Watson’s Dive Bimini, a Guy Harvey Outpost Dive Center**, offering diving experiences with amenities ranging from a 60-foot, glass bottom dive boat to all-new tanks and rental gear and even frequent chances to dive with Neal or Guy. Closed for two years, the Club’s recent renovations include updated guest rooms, the new Bimini Big Game Bar & Grill, the Outfitter Shop - a retail experience featuring Guy Harvey sportswear and gifts, and a new marina, pool bar and patio. Rates start at \$149 per night. For reservations, call 800-867-4764 or visit www.biggameclubbimini.com.

Hut Pointe – A family owned, historical resort located near Governors Harbour on Eleuthera, Hut Pointe re-opened this past spring after spending a year completing renovations. Built in 1944, this small piece of history features seven, two-bedroom suites and has been **upgraded with modern amenities, including eco-friendly initiatives wherever possible**. With water provided by rainwater harvesting, solar water heating and a large organic garden, the resort is making use of cutting-edge, eco-friendly technology and maintaining its quaint and quiet personality. Rate starts at \$255 per night. Visit www.hutpointe.com for reservations.

Walker's Cay – Plans to revive Walker's Cay fishing and diving resort in the The Abaco Islands have been approved by The Bahamas Investment Authority. The resort, once known around the globe as a premier deep-sea fishing hotspot closed in 2004. Initial plans include the development of two hotels offering 100 rooms, a five-diamond resort spa, 18 half-acre beachfront properties, 28 condominiums just steps from 60,000-square-feet of retail boardwalk, yacht club featuring alfresco dining and a 2,800 foot runway capable of accommodating twin-engine planes. For more information, visit www.walkerscay.com.

East End Lodge – A hospitality establishment that will primarily operate as a bonefishing lodge is in development for McLean's Town situated on the East End of Grand Bahama Island. Work on the five-room lodge has already commenced with plans to include a nature trail and lodge room with a dining-room, bar and other amenities. The whole operation is expected to be in full swing by March 2011 and hopes to **draw bonefishing enthusiasts to the East End, as the area already boasts some of the best bonefishing guides in the country**. Visit www.eastendlodge.com for more information.

Pelican Bay at Lucaya – One of Grand Bahama Island's boutique hotels, Pelican Bay at Lucaya, recently completed and **opened the Canal House, the newest meeting and conference space on the island with over 40,000-square-feet**. The facility is comprised of a breakfast/special function restaurant, a salon and four separate meeting rooms with the capability of combining any two into one room. Catering to small meetings, conferences and weddings, the Canal House offers all-inclusive half and full-day meeting rates. Visit www.pelicanbayhotel.com or call 242-373-9550 for reservations.

The Dunmore – The historic Dumore, sitting at the crown of Harbour Island's famous Pink Sands Beach, **will reopen on Dec. 26, 2010 following extensive renovations** that began this past spring. Guest will enjoy a new sense of enhanced luxury with the renovations which include a redesign of the hotel's clubhouse, cottages, restaurant and bar, a brand new oceanfront pool, an open-air fitness facility and luxury soft goods and new technology in every room and suite. In addition to the hotel renovations, **the property will break ground in January 2011 on a residential community comprised of six beachfront home sites**, offering ocean views and all of the amenities offering by the full-service hotel.

AIRLIFT/CRUISING

Nonstop Continental service to Nassau, Grand Bahama Island and The Abaco Islands – Continental Airlines now offers daily, nonstop service from Fort Lauderdale to Marsh Harbour, Abaco (MHH), and seasonal daily nonstop service from West Palm Beach to both Nassau and Freeport. To book flights, visit www.continental.com.

Landing on The Exuma Islands and The Abaco Islands – Beginning Nov. 18, 2010, American Airlines will offer daily nonstop jet service from Miami to George Town, Great Exuma (GGT) as well as additional jet service on Fridays and Saturdays. Increased airlift to The Exuma Islands is a direct result of growing tourism in the region. Also beginning Nov. 18, American Eagle Airlines will resume daily, nonstop, seasonal service between Miami and Treasure Cay, Abaco (TCB). The carrier will run one Miami-Treasure Cay flight per day on a 64-seat aircraft.

Nonstop Delta service from Atlanta – Delta now offers nonstop service from Atlanta to George Town, Great Exuma (GGT) on Wednesdays and Sundays, making it possible to escape the southern city's gridlocked highways for The Exuma Islands' uncrowded beaches in roughly two hours. Fares start at just \$129 each way. To book, visit www.delta.com.

Arriving on Nassau – AirTran Airways now offers nonstop flights from Atlanta, Baltimore/Washington, and Orlando, Fla., and connecting service from more than 40 other cities. The low-fare carrier, and only

major airline with Wi-Fi on every flight, flies from Atlanta to Nassau, Bahamas (NAS), daily, and offers multiple nonstop flights weekly from Orlando, Fla. and Baltimore/Washington. To book a flight, visit www.airtran.com.

Royal Caribbean's Allure of the Seas – Debuting December 2010, *Allure of the Seas* shares the title of the world's largest cruise ship with sister-ship *Oasis of the Seas*. *Allure* will sail into Nassau for the very first time on Dec. 13 and will continue to call on Nassau year round as part of her seven-night Eastern Caribbean itinerary.

NEW PROGRAMS AND ADVENTURES

Island Routes – For a truly authentic adventure in The Bahamas, try an expedition with Island Routes, a new tour operator in The Exuma Islands. Tours range from bonefishing or kayaking trips to the 007 Thunderball Tour, where participants **cruise in and out of 150 little islands and cays, snorkel at Thunderball Grotto, swim with sharks and feed wild iguanas**. Call 877-768-8370 or visit www.islandroutes.com for more information or to book an excursion.

"Crush" Teen Club at Atlantis – This December will mark the unveiling of an \$11 million cutting-edge teen club, "Crush," at Atlantis, Paradise Island. Designed by renowned architect and interior designer, Jeffrey Beers, the 14,000-square-foot space boasts an interactive internet lounge complete with multi-touch computers and surface tables with photo editing and publishing interfaced to Facebook, a game room stocked with state-of-the-art technology, a floor-to-ceiling gaming tower with 24 gaming consoles, 10 private gaming cabanas, iPads for internet browsing and more.

Atlantis Stingray Experience – The Atlantis resort has introduced a **new marine interaction program, the Stingray Experience**. This new program offers a hands-on encounter and snorkel experience with hundreds of stingrays and tropical fish in the water of Atlantis' Water Edge. The educational experience also includes an aquarist demonstration of the proper way to feed rays.

Atlantis Kids Adventures – The Atlantis resort recently inaugurated its Atlantis Kids Adventures (AKA), an 8,000-square-foot club for 3- to 12-year-olds, complete with a **culinary center for hands-on cooking** classes, a 13-iMac computer lab, an amplified performance stage and the world's **first-ever LEGO Atlantis Fantasy Camp**, where children have a chance to work side-by-side with a LEGO Master Builder in group building events. Entrance to AKA ranges from \$40 to \$65.

Life in the Islands Of The Bahamas just keeps getting better. And it's easy to see why. With world-class diving and fishing, miles of picture perfect beaches, and gorgeous turquoise water, visitors have the opportunity to do everything or nothing at all. From Exuma, Eleuthera and Abaco to exciting Nassau/Paradise Island and Grand Bahama Island, this tropical paradise is as culturally diverse as it is vibrantly beautiful. For more information on travel packages, activities and accommodations, call 1-800-Bahamas or visit www.Bahamas.com. Join us on Facebook at www.facebook.com/visitthebahamas. To purchase one-of-a-kind items and mementos from The Bahamas, visit www.eshopbahamas.com.

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THE BAHAMAS BRING THE HEAT TO WINTER WITH FREE COMPANION AIRFARE

Traveling Duos Book by Dec. 1 for a Free Sky-High Ride to The Bahamas

NASSAU, The Bahamas – Sept. 30, 2010 – When falling leaves and cooling degrees spawn an itch for the sunny side of the street, the Islands Of The Bahamas offer up the season's hottest antidotes.

Back by popular demand, The Bahamas' most successful promotion of all time offers travelers booking by Feb. 9, 2011 the opportunity to receive free companion airfare or an instant air credit up to \$300 for bookings of four or more nights, allowing for an affordable way to still the winter chill. Choose from more than 40 resorts and hotels throughout Nassau/Paradise Island, Grand Bahama Island, The Abacos, Cat Island, Harbour Island and The Exumas, just to name a few. The offer is valid for travel now through June 30, 2011, and some blackout dates do apply.

Not sure which of the Islands in The Bahamas to explore? Visit www.Facebook.com/VisitTheBahamas and take the short "Island Finder" lifestyle survey to discover which islands match travel interests. Along with the survey, visitors to the page can interact with fans and repeat guests of The Bahamas and select the "Island Explorer" tab for information, photos and to download an Island Guide.

For a full list of participating hotels and to book the FREE companion airfare offer or \$300 instant air credit offer, visit Bahamas.com or call 1-800-BAHAMAS.

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FREE COMPANION AIRFARE RETURNS TO THE ISLANDS OF THE BAHAMAS

Choose from More Than 40 Participating Resorts and Travel by December to Nassau/Paradise Island, Grand Bahama Island, Eleuthera and More

NASSAU, The Bahamas – Aug. 10, 2010 – Back by popular demand is The Islands Of The Bahamas' most successful promotion of all time – the **FREE companion airfare** offer.

Travelers who book by Sept. 15, receive free companion airfare or an instant air credit up \$300 for bookings of three or more nights, allowing for affordable travel and an opportunity to take advantage of unused vacation days. Choose from more than 40 participating properties throughout Nassau/Paradise Island, Grand Bahama Island, The Abacos, Cat Island, Harbour Island and The Exumas, just to name a few. The offer is valid for travel now through Dec. 22, 2010, and some blackout dates do apply.

Resorts on Nassau Paradise Island, including the luxury boutique Marley Resort & Spa, themed after the reggae legend and celebrated for its Natural Mystic Spa and Simmer Down Restaurant, are on board for the special. Looking beyond Nassau Paradise Island? Vacation at Small Hope Bay Lodge, a boutique all-inclusive on Andros offering eco-tours and underwater activities in one of the largest and most unexplored barrier reefs in the world; or try teeing off on the 18-hole championship golf course at the new, all-butler Sandals Emerald Bay in The Exumas.

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NEW LEADERSHIP WITHIN THE BAHAMAS MINISTRY OF TOURISM

*Veteran of the Industry to Work in Tandem with
Professionals in the Sector on New Tourism Landscape*

NASSAU, The Bahamas, Oct. 25, 2010 – The Bahamas Ministry of Tourism & Aviation has welcomed a familiar face to the role of Director General of Tourism, David L. Johnson. A 39-year veteran in the tourism and aviation industry and former Senior Deputy Director of Tourism, Mr. Johnson took office on October 8, 2010 with the departure of Vernice Walkine, who has joined the executive management team of the Nassau Airport Development Company (NAD) and Lynden Pindling International Airport (LPIA).

Johnson joined the Ministry of Tourism in 1971 as part of the pilot sales training program for Bahamian executives in the Bahamas Tourist Office in North America. He has worked for the Ministry in many capacities with the most recent responsibilities in planning and business development, inclusive of airlift and cruise development. Prior to his appointment to the post of Director General, Johnson served as the Deputy Director General of the Ministry of Tourism and President of the Grand Bahama Island Tourism board.



"I am very pleased to be able to continue my work with the Ministry of Tourism in this role and look forward to working with the dedicated individuals within the organization on creative new ideas to meet the demands of a new tourism landscape to showcase all our islands have to offer," said Director General.

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FLORIDA RESIDENTS SAVE HUNDREDS INSTANTLY ON AN ESCAPE TO THE ISLANDS OF THE BAHAMAS

Book by Aug. 31 for Blue Skies and Beautiful Beaches at Big Savings

NASSAU, The Bahamas – July 20, 2010 – After an uncharacteristically frigid Florida winter followed by sweltering summer temperatures, escape to cool ocean breezes in The Islands Of The Bahamas – with an instant savings. Travelers who purchase a four-night or longer air-inclusive vacation package from any Florida gateway to more than 30 participating hotels can receive a \$300 instant savings. A \$200 instant savings is available to travelers who book a three-night, air-inclusive package from any Florida gateway, with rates as low as \$418 per person. Travel must be booked by Aug. 31, 2010 and completed by Dec. 22.

The air-inclusive deal is good for travel to The Bahamas islands of Acklins/Crooked Island, Andros, The Abacos, Cat Island, Eleuthera, The Exumas, Harbour Island and Long Island. Participating hotels range from charming boutique properties with fully-stocked honor bars to luxurious all-inclusives with the latest in lavish amenities and fishing lodges offering Orvis-certified guides ready to lead travelers on a search for the elusive bonefish.

With hundreds in instant savings, reduce travel costs and splurge on distinctive Bahamas experiences. Try teeing off on the 18-hole championship golf course at the new, all-butler **Sandals Emerald Bay** in The Exumas; indulging in a beachside massage at **The Cove Eleuthera**, an intimate, 26-bungalow beach hideaway; or kicking-back at the family-friendly **Green Turtle Club Resort and Marina** with its signature Topsy Turtle Rum Punch, after a day on the water in The Abacos.

For a complete list of participating properties, visit www.MyOutIslands.com and to book call 1-866-689-5505. The offer is inclusive of tax and fees, based on double occupancy, subject to availability and other restrictions may apply.

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EVERYTHING BUT THE CROWDS IN ALL-INCLUSIVE DEALS OFFERED THROUGHOUT THE ISLANDS OF THE BAHAMAS

*From the World's First Island-Inclusive Vacation to Boutique All-Inclusive Resorts,
Travelers can Experience a Hassle-Free Bahamas Getaway*

NASSAU, Bahamas – Sept. 7, 2010 – Uncrowded beaches, eco-inspired lodging and blissfully tranquil surroundings may not sound like your typical all-inclusive resort experience; but travelers to The Bahamas can expect these simple pleasures in paradise on their next island getaway. Boutique resorts throughout The Bahamas are going above and beyond for travelers on a budget with all-inclusive rates and special meal plan add-ons, allowing visitors to enjoy the islands with no surprises.

From the destination's soft adventure capital of Grand Bahama Island to the charming 120-mile-long island chain of The Abacos, travelers can experience all The Bahamas have to offer by staying at boutique properties across the islands. With all-inclusive rates starting at just \$83 per night, it's the perfect time for travelers to pack their bags, choose an exciting jaunt and come see why it's better in The Bahamas.

Rates vary according to island and resort, and include:

Grand Bahama Island

The island currently offers its Club Grand Bahama package allowing visitors to choose from five hotels, 21 restaurants, 50 destination activities, two championship golf courses, beach parties, gaming and more at a single great price with no surprises. All-inclusive rates start at \$83 per person per night for Silver level package.

- **Pelican Bay at Lucaya**, the island's boutique hotel featuring an eclectic blend of Danish and Caribbean design offers a view of the harbor from its perch on the peninsula located adjacent to Port Lucaya Marketplace, the gateway to over 30 restaurants, shops, live entertainment and much more

The Abacos

Known as the boating capital of The Bahamas, this island chain's serendipitous layout provides a calm and warm turquoise haven for boaters and sailors.

- **Green Turtle Club**, just a one-hour flight from Ft. Lauderdale, offers unspoiled beaches and luxurious accommodations starting at \$159 per night plus the option to purchase a Modified American Plan (MAP) for just \$48 per person per day

Acklins/Crooked Island

For a vacation that's more about fishing, snorkeling and relaxing in ultimate seclusion, Acklins/Crooked Island with its population of just 400 residents is the place to get lost and love every minute of it.

- **Tranquility on the Bay**, recognized for its serene environment, offers rates starting at \$140 per night plus the option to purchase an all-inclusive meal package for \$65 per person per day

Andros

Inland waterways edged with mangroves, unexplored caves and uncrowded beaches continue to lure travelers to Andros, the largest yet one of the most intimate islands in The Bahamas.

- **Small Hope Bay Lodge**, a dive all-inclusive resort offers eco-tours and underwater activities in one of the world's largest barrier reefs with rates starting at \$235 daily per person
- **Swain's Cay Bonefish Resort**, a newly renovated all-inclusive resort that was once a private oceanfront estate, is offering rates starting at \$252 per person per night

Cat Island

Cat Island's hidden coves, uninhabited cays and high bluffs provide a year-round tropical vacation full of adventure, where thrill-seekers never grow bored.

- **Sammy T's**, resting amid beautiful tropical gardens with its own private beach, offers rates starting at \$160 per night plus the option to purchase an all-inclusive meal plan for just \$55 daily per person
- **Fernandez Bay**, featuring rustic ambiance with enchanting stone beachfront villas and their signature garden showers starting at \$365 per night plus the option to purchase an all-inclusive meal package for \$72 per adult per day

The Exumas

A paradise best enjoyed in barefoot elegance, the tiny jewel-like islands of The Exumas exude exotic luxury and have become the choice retreat for celebs looking to own private islands, including Johnny Depp and country music couple Tim McGraw and Faith Hill.

- **Peace and Plenty**, overlooking Elizabeth Harbour with nearby access to sailboat rentals, snorkeling, diving and more, this resort offers rates starting at \$662 based on three-night double occupancy including breakfast and dinner daily
- **Staniel Cay Yacht Club**, invites guests to soothe their body, mind and soul with small-island charm with all-inclusive rates starting at \$162 daily per person
- **Hotel Higgins Landing**, an award winning, adult-only eco-resort located on off-the-beaten-path Stocking Island, offering rates starting at \$465 per double occupancy per night plus gourmet dinner, ground transportation, and water sports rentals such as sailboats, kayaks, and snorkeling gear

Long Island

Dotted with quaint, friendly villages and miles of uninterrupted pink and white shoreline, this island beckons visitors with the promise of beautiful beaches, world-class bonefishing and thrilling sea escapades.

- **Stella Maris**, featuring villas, cottages and bungalows scattered throughout a palm grove and nestled into a panorama of tropical foliage with rates for the Sun & Sea Inclusive Package starting at \$1630 per person for five-nights' accommodation

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